




SALE ANALYSIS PROJECT

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 - 02** DATA ANALYSIS
 - 03** QUESTION AND INSIGHTS
 - 04** RECOMMENDATIONS
 - 05** DASHBOARD

OVERVIEW

objective 1

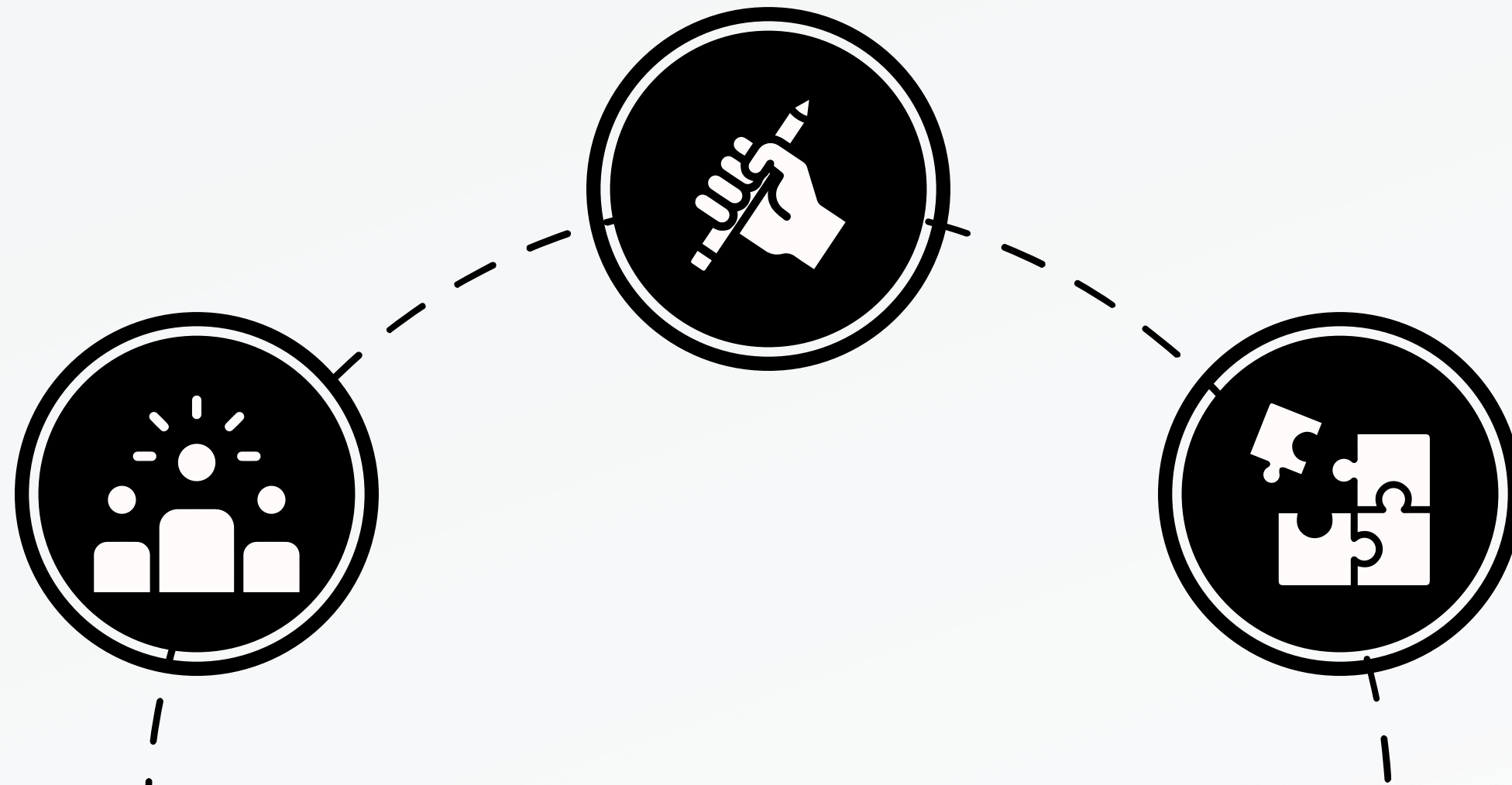
The data used for
improve sales,
customer Analysis

Objective 2

solve the Question
Identify the trends, insights

Objective 3

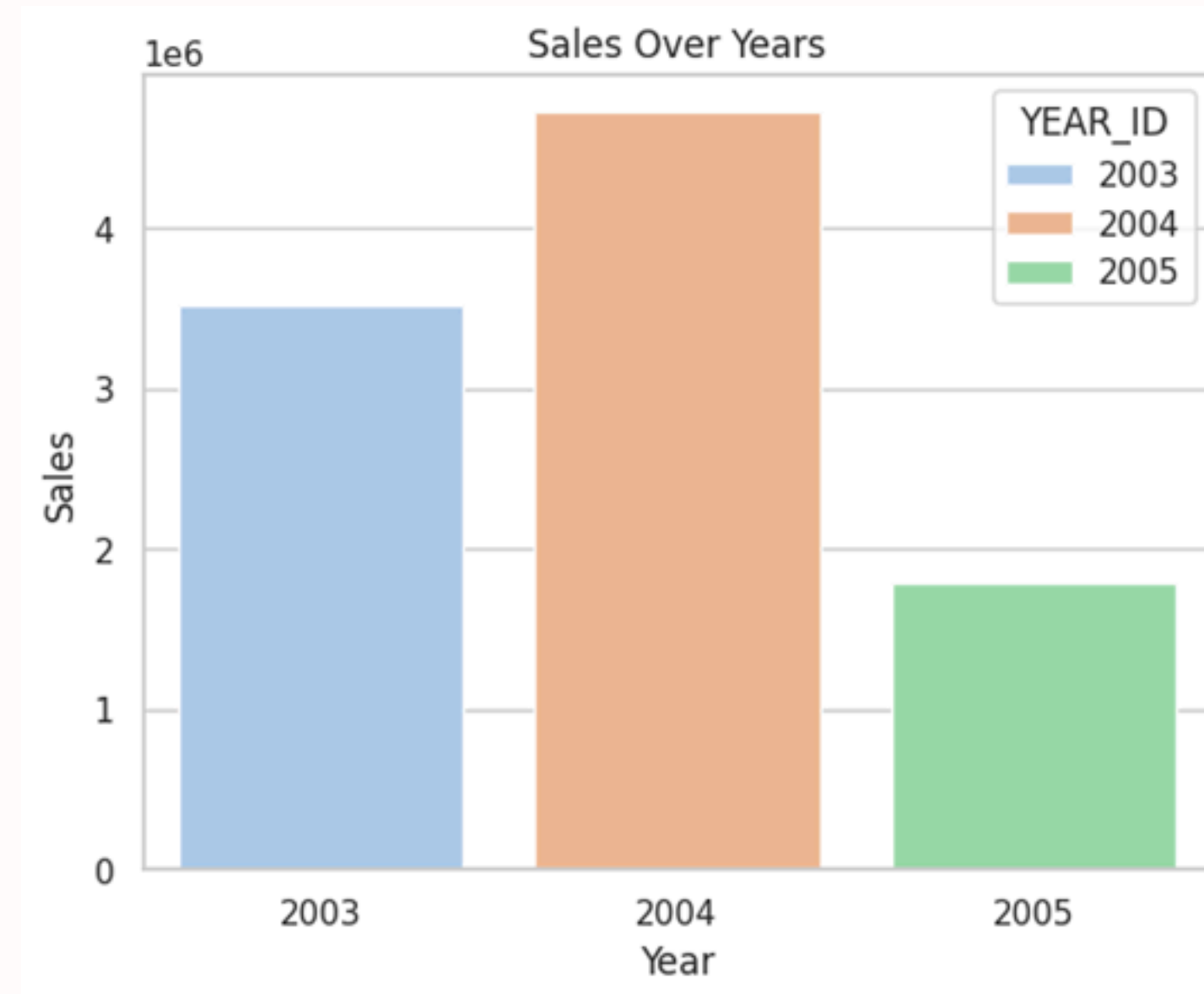
Recommendation for
Improvment





QUESTION AND ANSWER

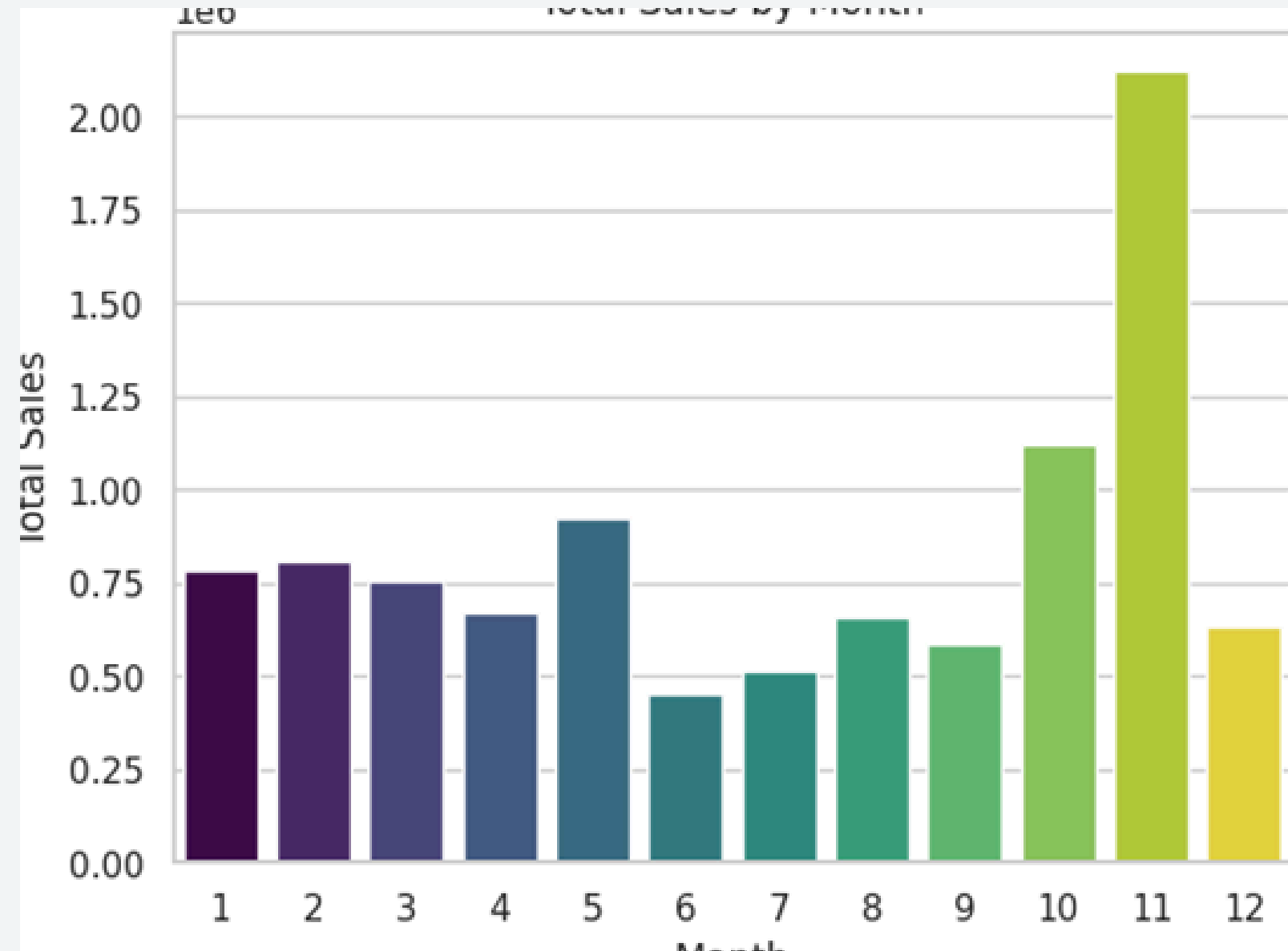
Question No 1 identify the number of sale over past servel years



Sales increased significantly from 2003 to 2004, suggesting a strong year-over-year growth trend. The highest sales figure in 2014 compared to 2013 and 2015 indicates a peak period, possibly due to successful product launches, market expansion, or seasonal factors. The EMEA region consistently had the highest sales, reflecting strong market performance, while NA and APAC regions followed

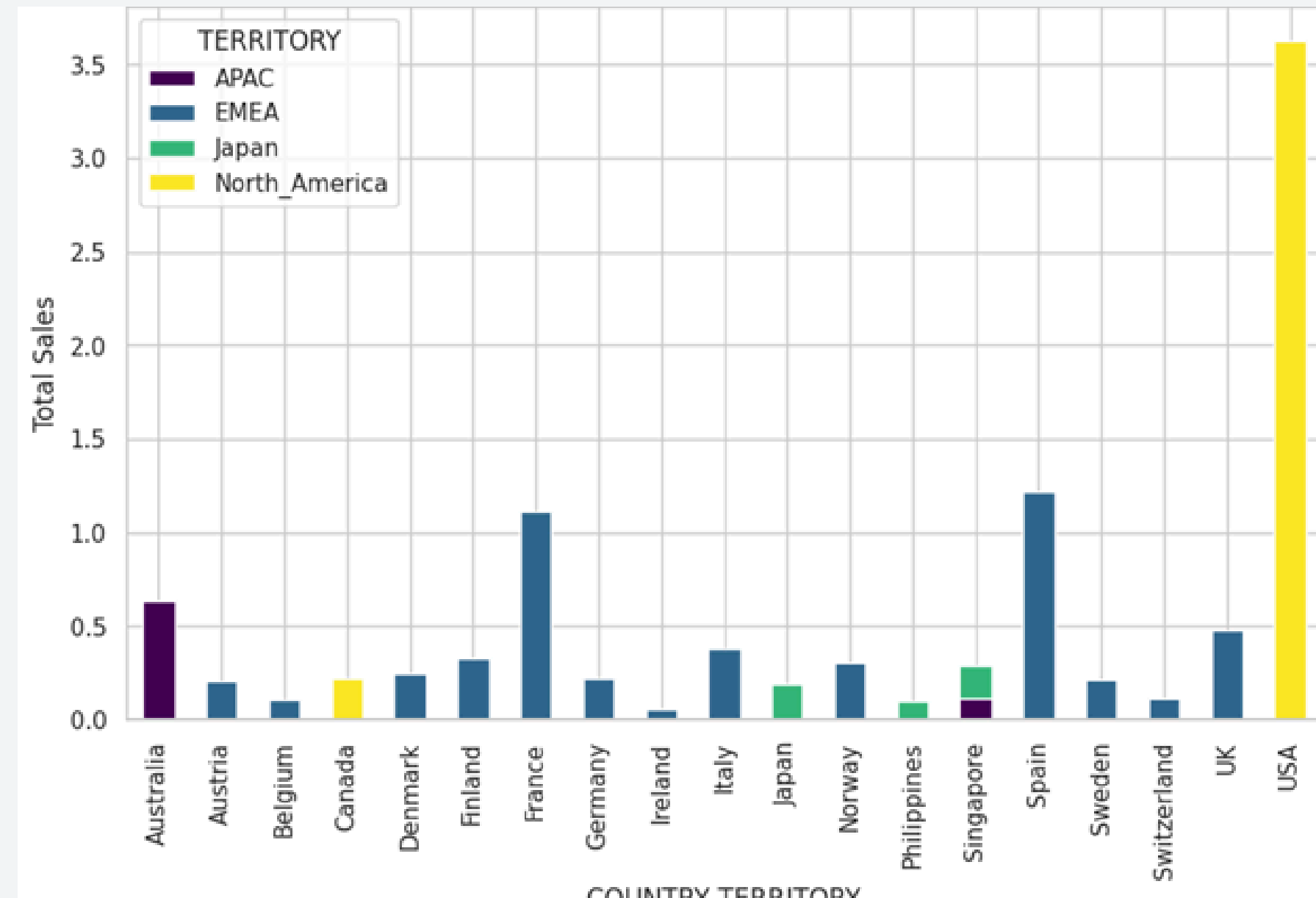
Question No 2 Which Month Has the Most Sales?

01



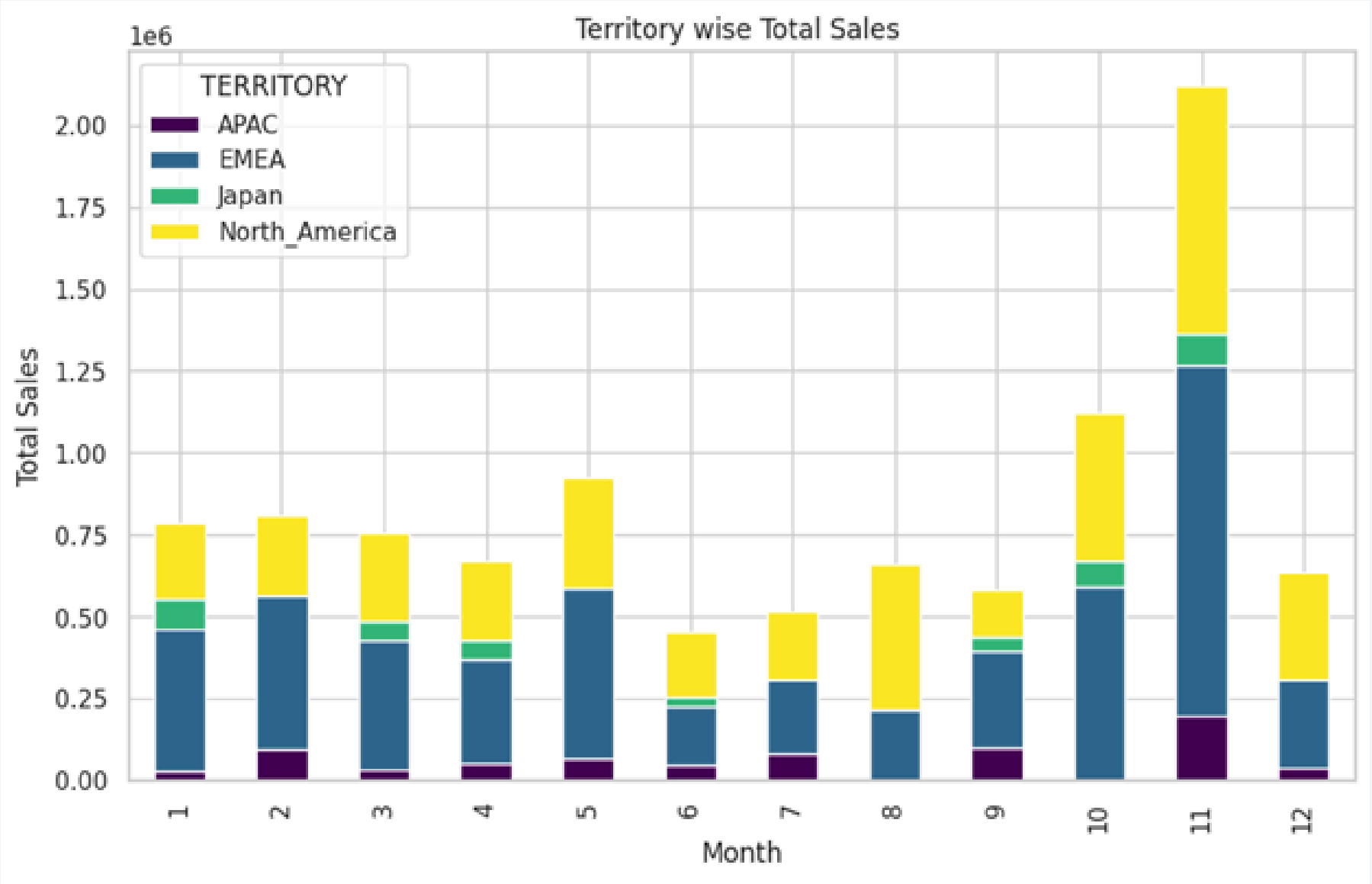
The significant sales increase in the 11th month suggests a strong seasonal trend, likely year-end promotions, while other months experience lower sales, indicating that November might be a key period for targeted marketing and sales strategies

question:3 Which country have most sale



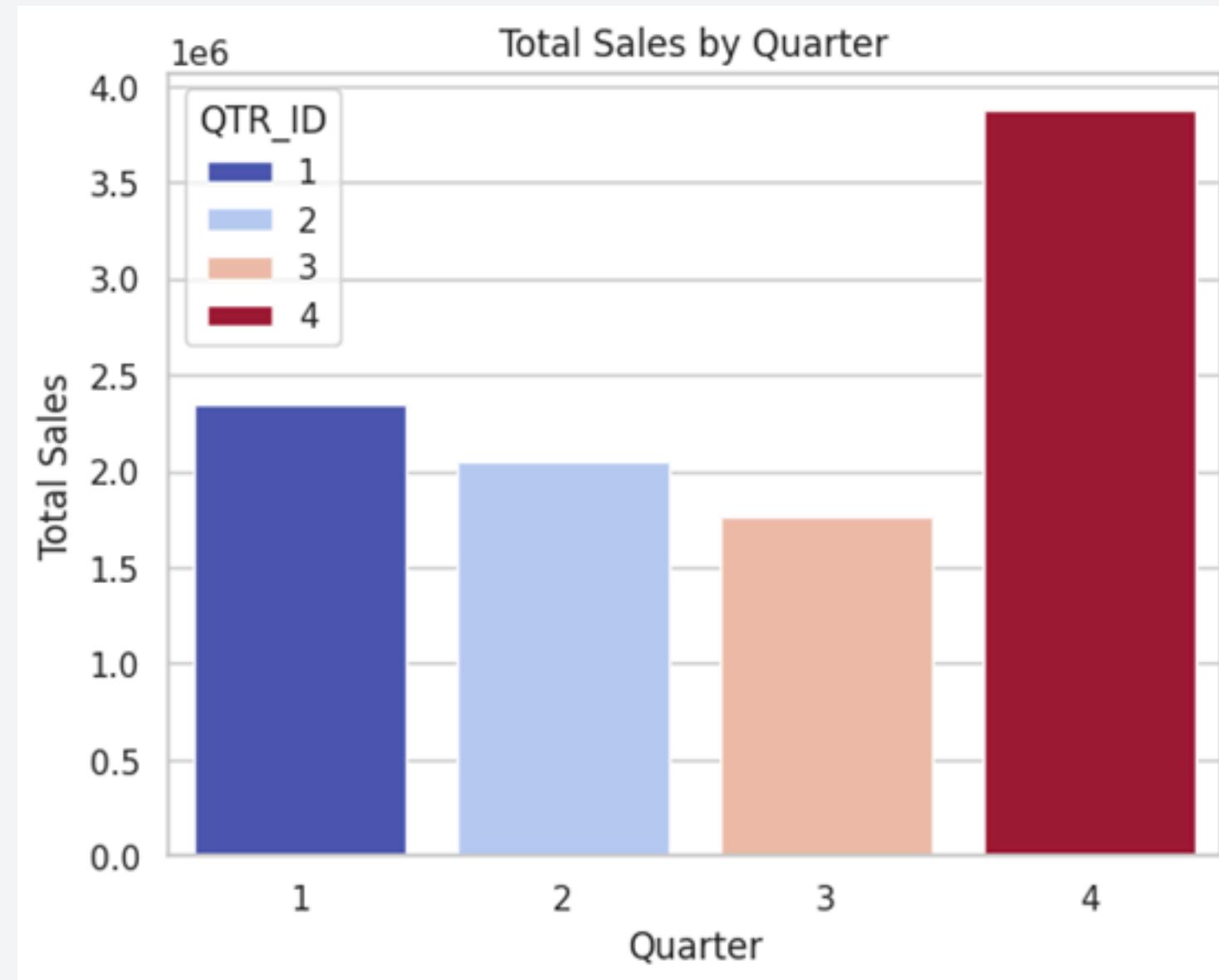
The United States dominates sales, contributing over 52% of total global sales, indicating it is the primary market driver while the USA follows France and Spain.

Question 4: How does the total sales distribution vary across different territories on a month-by-month basis?



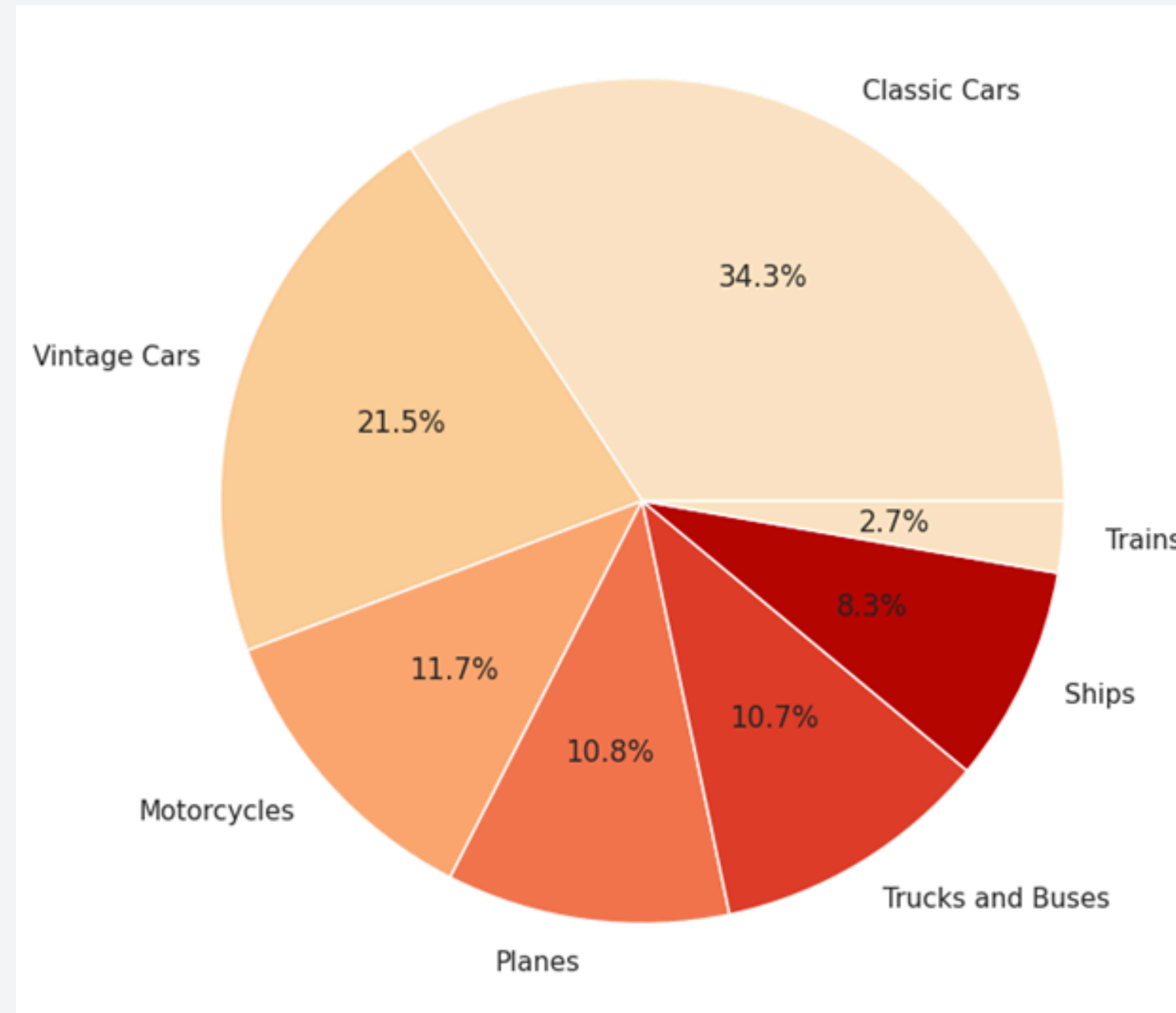
Sales peak significantly in November across all territories, with EMEA and North America showing the highest figures. while North America has notable peaks in May and November. APAC and Japan exhibit more variable sales patterns

question:5 What are the total sales by quarter?



Total sales by quarter reveal that Q4 consistently has the highest sales, likely driven by increased order quantities due to end-of-year corporate purchasing, high demanding of cars, and strategic business spending

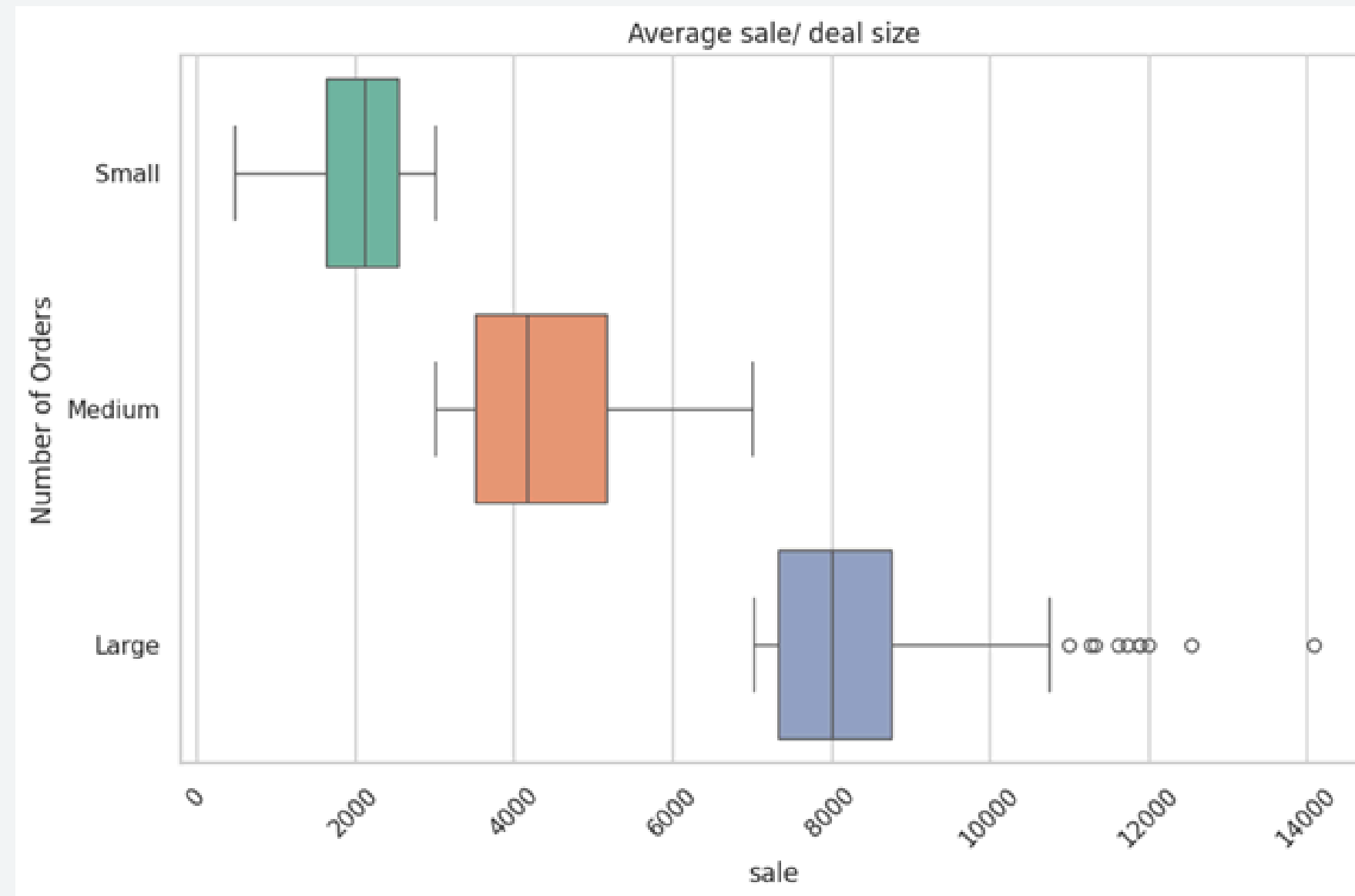
Question:6 define the most order product type *



The above graph shows that the products with the lowest price were sold the most, whereas the products with a high price were the least popular.

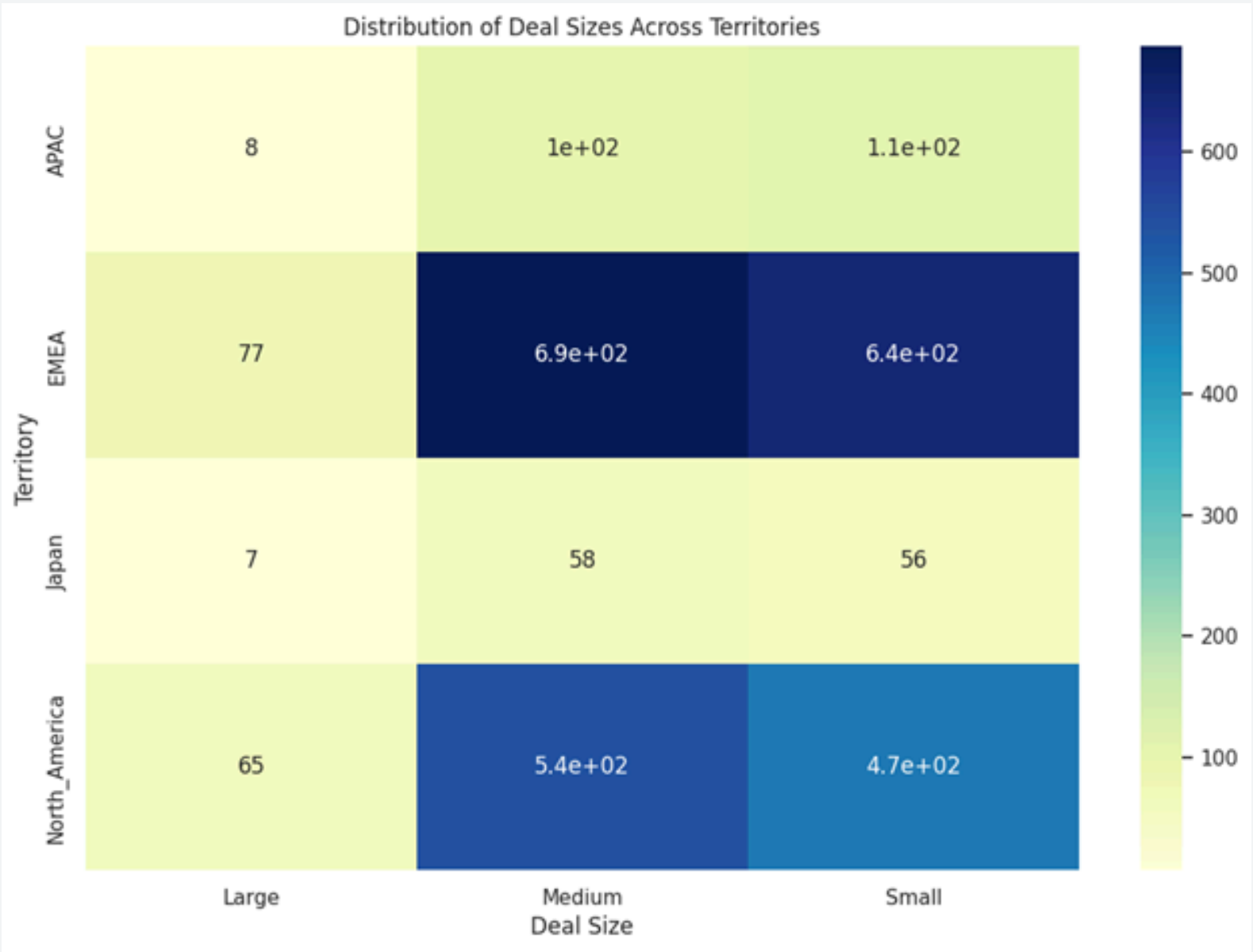
From the plot, 'Classic Cars' & 'Vintage Cars' are the most demanded products, 'Trains' was the least demanded product

*Question 7 :Calculate the average sale per deal size *



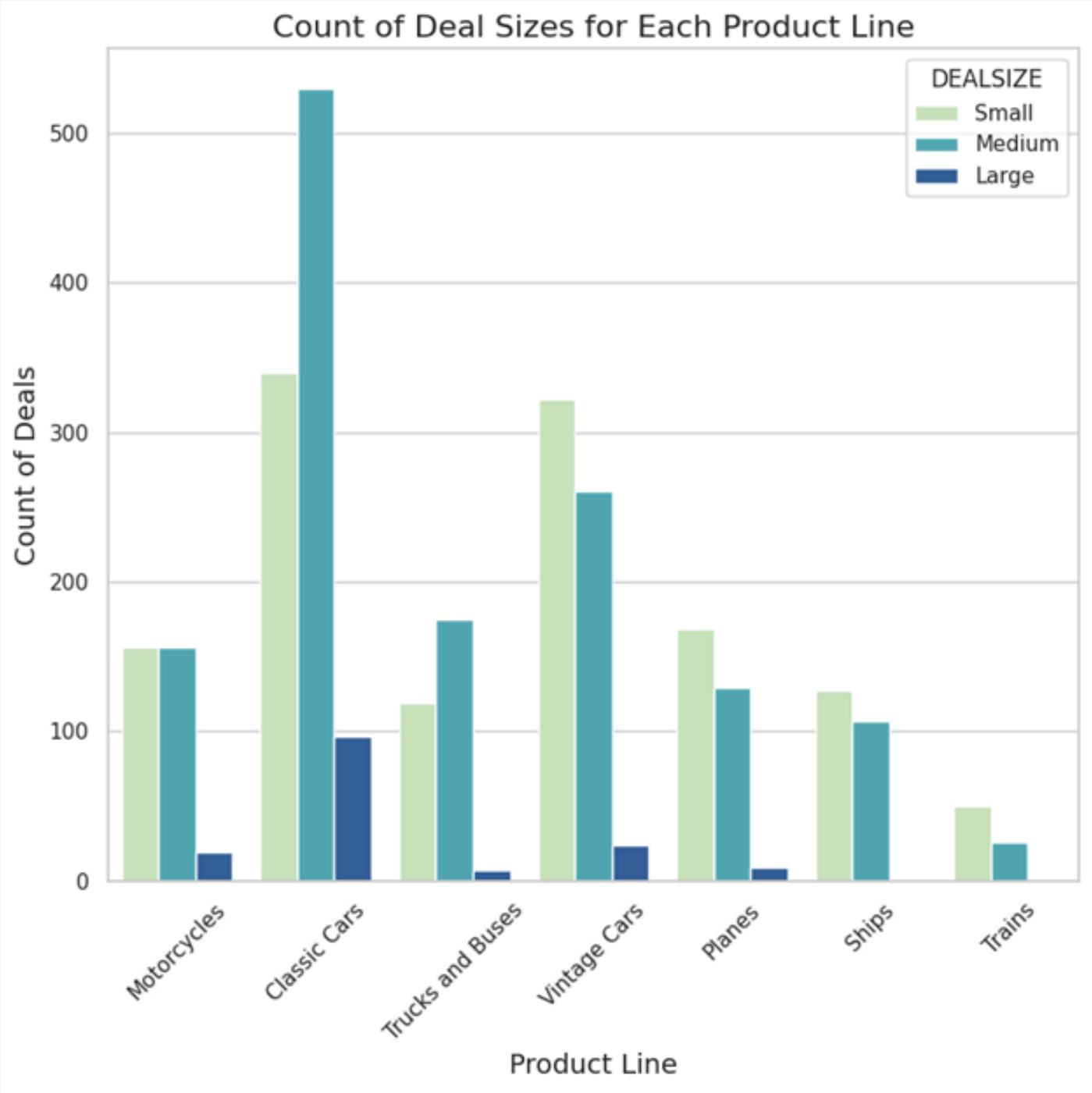
The average sale per deal size shows a clear trend: Large deals generate significantly higher sales compared to Medium and Small deals. This indicates that focusing on larger transactions can substantially boost overall revenue

Question **8: find the Distribution of Deal Sizes Across Different Territories?



EMEA leads with the highest counts of large deals, indicating a strong market for high-value transactions, and also shows significant numbers of medium and small deals. North America has a robust market with many medium and small deals, though fewer large ones compared to EMEA. APAC and Japan show lower counts for large deals, with Japan having the smallest overall deal sizes, suggesting potential areas for market growth or strategic adjustments

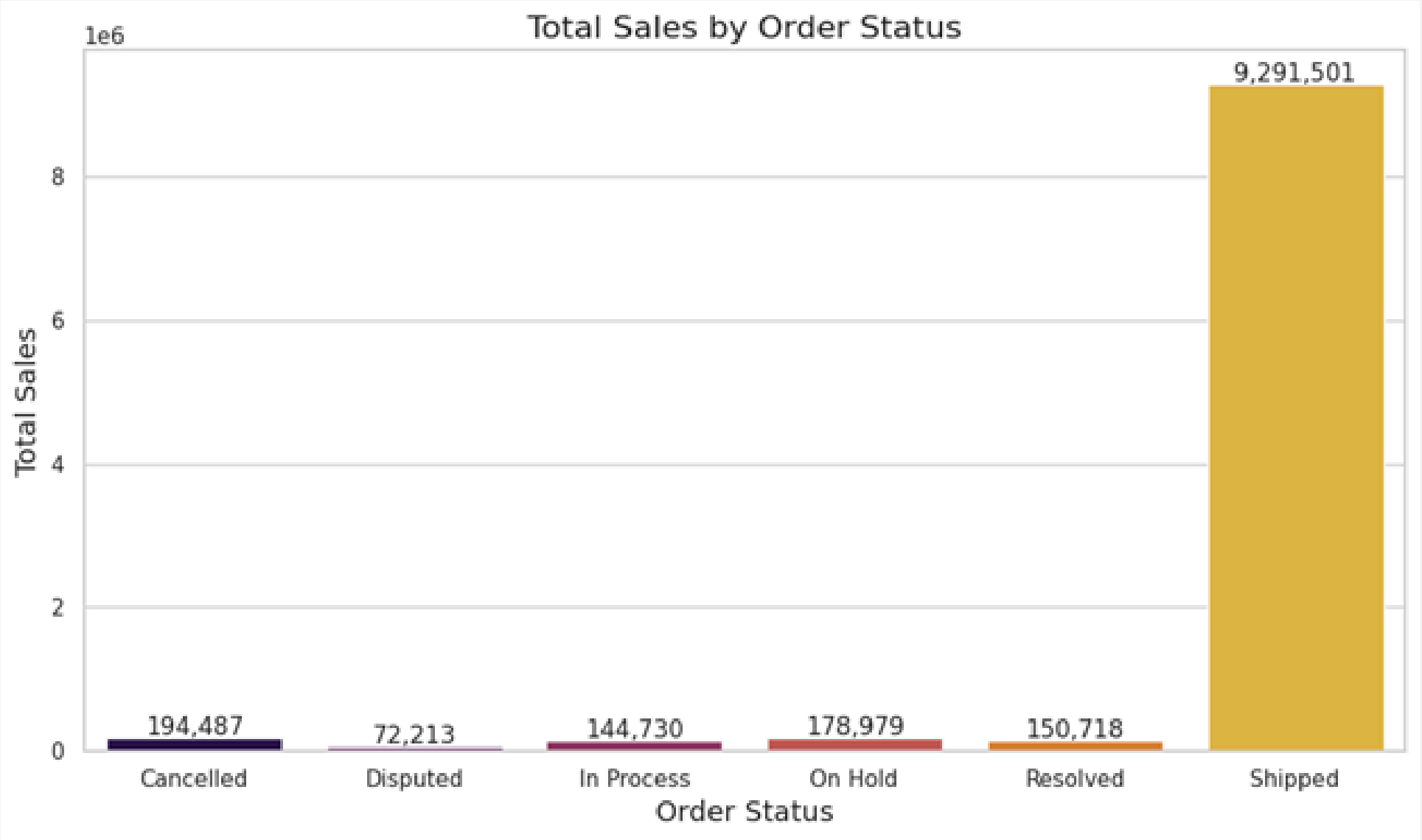
What are the counts of deals for each product line and deal size, and how do these counts vary across different product lines



The data reveals that Classic Cars and Vintage Cars dominate in medium-sized deals, with Classic Cars having a high number of small deals.

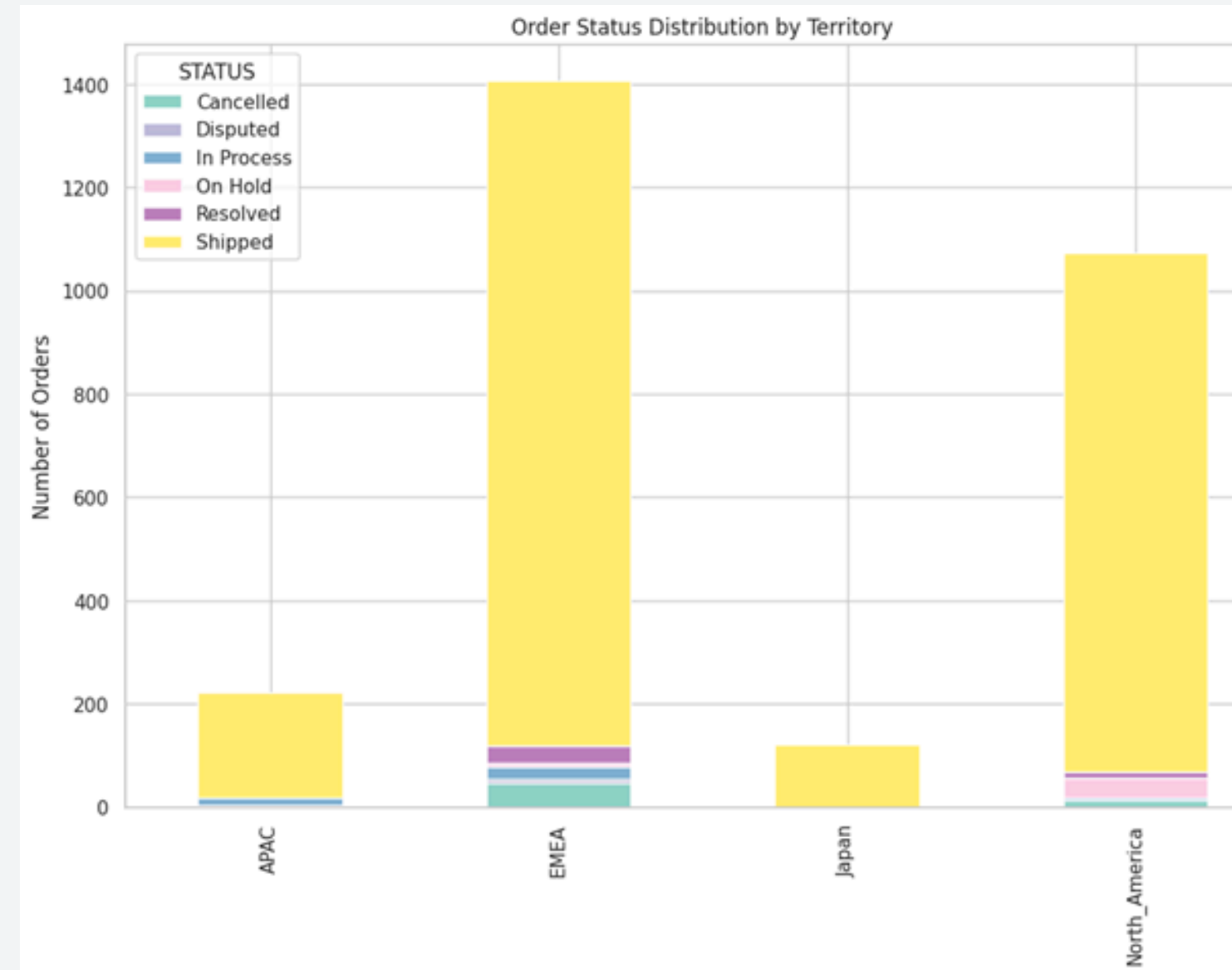
A classic car has a high rate in the USA a market. Motorcycles and Planes show fewer large deals. Trains Trucks and Buses have a lower overall deal count, with Trains particularly underrepresented in large deals

Question 10: How do total sales differ across various order statuses



The total sales differ significantly across order statuses, with Shipped orders generating the highest sales, indicating successful fulfillment and completion of transactions

Question 11: How are order statuses distributed across different territories, and what does the distribution reveal about the status of orders in each territory?



EMEA and North America lead in shipped orders, indicating strong fulfillment in these regions. EMEA also shows higher counts of cancelled and disputed orders, suggesting potential issues with order processing. North America has a notable number of orders on hold, which could reflect logistical challenges. Japan has a high count of shipped orders with minimal issues, indicating efficient processing.

RECOMMENDATION

CUSTOMERS



1.INSPECT SEVERAL YEARS' SALES DATA TO EVALUATE HOW SALES HAVE PERFORMED OVER A SPECIFIC PERIOD. COMPARE TRENDS FROM DIFFERENT YEARS TO IDENTIFY LONG-TERM SALES CHANGES CAUSED BY ECONOMIC CONDITIONS, THE MARKET ENVIRONMENT, AND SALES PROMOTION STRATEGIES.

2.MONTHLY SALES ANALYSIS: MONTHLY SALES REPORT IS MEANT TO ASSIST THE BUSINESS IN KNOWING THE MONTHLY SALES OF THE BUSINESS. AND WILL ASSIST IN ANALYZING MORE AND TO DETERMINE MORE THE FACTORS WHICH CONTRIBUTED TO THE INCREASE OR DECREASE OF SALES IN SOME MONTHS

3.FOCUSING ON CUSTOMERS IN HIGH-SALES LOCATIONS: CONCENTRATING ON THE CUSTOMERS IN THE HIGH-SALE AREAS IS ALSO LIKELY TO BOOST SALES IN A BETTER WAY

4. THE BEST-SELLING PRODUCTS ARE THE CARS. THE EMEA TERRITORY HAS TO FOCUS TO SALES MORE, WITH THE USA CONTRIBUTING THE HIGHEST SALES PER COUNTRY.

5. QUARTER 4, ESPECIALLY NOVEMBER AND OCTOBER, SHOWED HIGHER SALES, LIKELY DUE TO ANTICIPATION OF THE DECEMBER FESTIVE PERIOD. INCREASING MY MARKETING EFFORTS IN QUARTER 4 WILL LIKELY RESULT IN HIGHER SALES



**6. IMPLEMENT IMPROVEMENTS IN ORDER PROCESSING TO REDUCE HIGH CANCELLATION AND DISPUTE RATES IN EMEA.
STREAMLINE PROCEDURES AND RESOLVE LOGISTICAL CHALLENGES IN NORTH AMERICA
TO ENHANCE OVERALL FULFILLMENT EFFICIENCY AND CUSTOMER SATISFACTION**

**7.WELL THE BESTSELLING PRODUCTS ARE THE CARS AND THE MOST LUCRATIVE TERRITORY IS THE EMEA TERRITORY CONSIDERING
THE NUMBER OF COUNTRIES TO TARGET, IT WILL BE BEST MARKETING STRENGTH IS TARGETED TOWARDS THE US
WHICH US FAR MORE LUCRATIVE.
SO TARGETING THE USA MARKET WITH OUR CARS WILL BE A GOOD MARKETING STRATEGY.**



POWER BI DASHBOARD

7.7M

Revenue of all countries with orders

- ☐ Selec...
- ☐ APAC
- ☐ EMEA
- ☐ NA

count transaction
2.617K

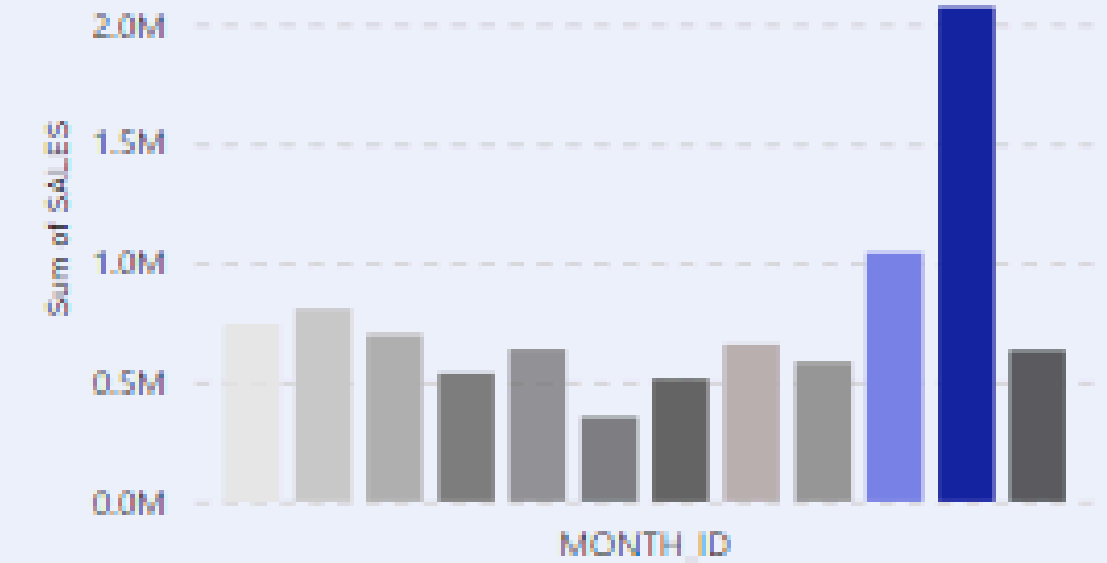


2003

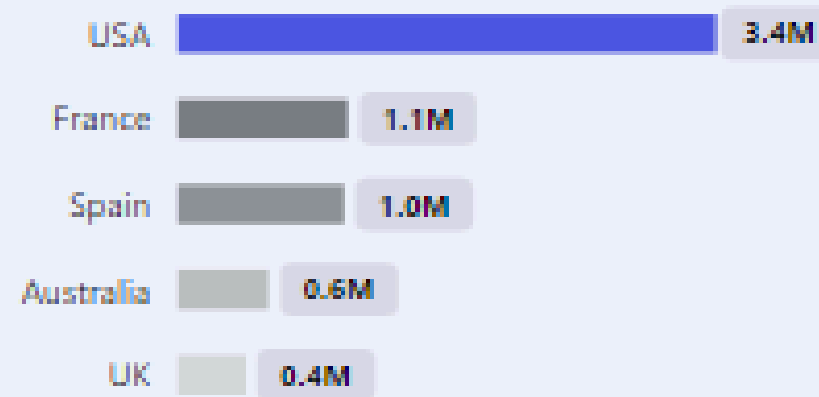
2004

2005

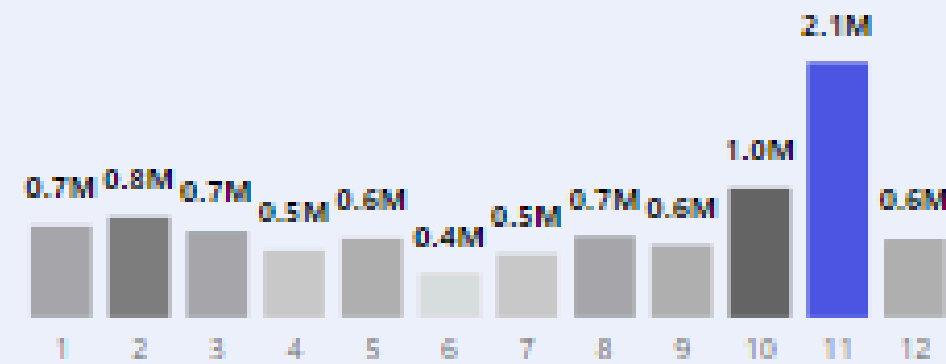
Month Wise Sale



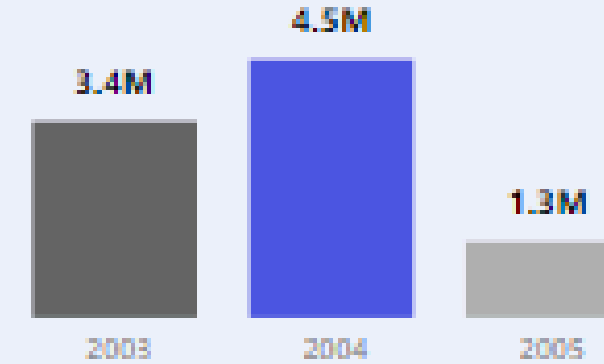
Top 5 Country



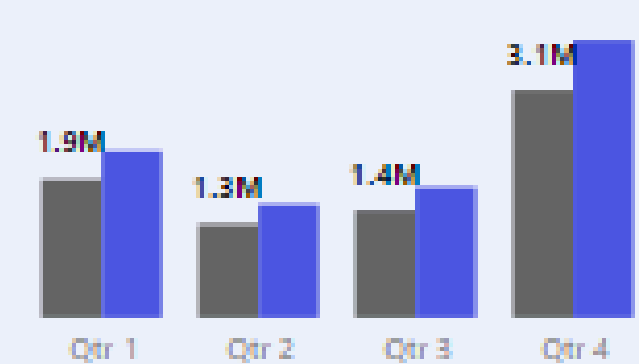
Sales by Month



Sales by Year



Revenue and Sales by Quarter



Product Analysis



Sum of SALES
9.29M



Revenue
7.65M

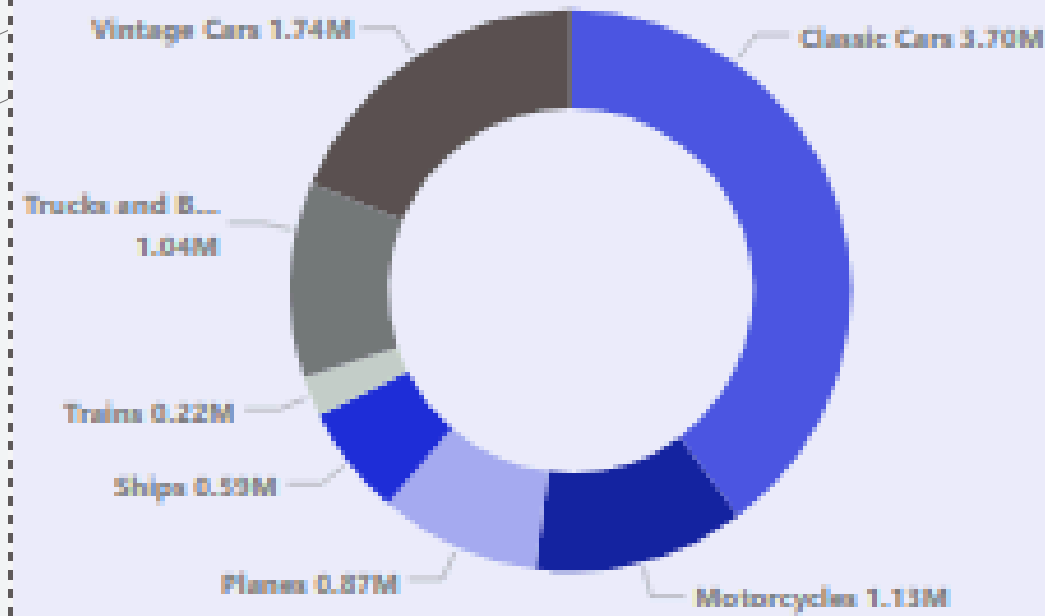


Count of...
2.617K

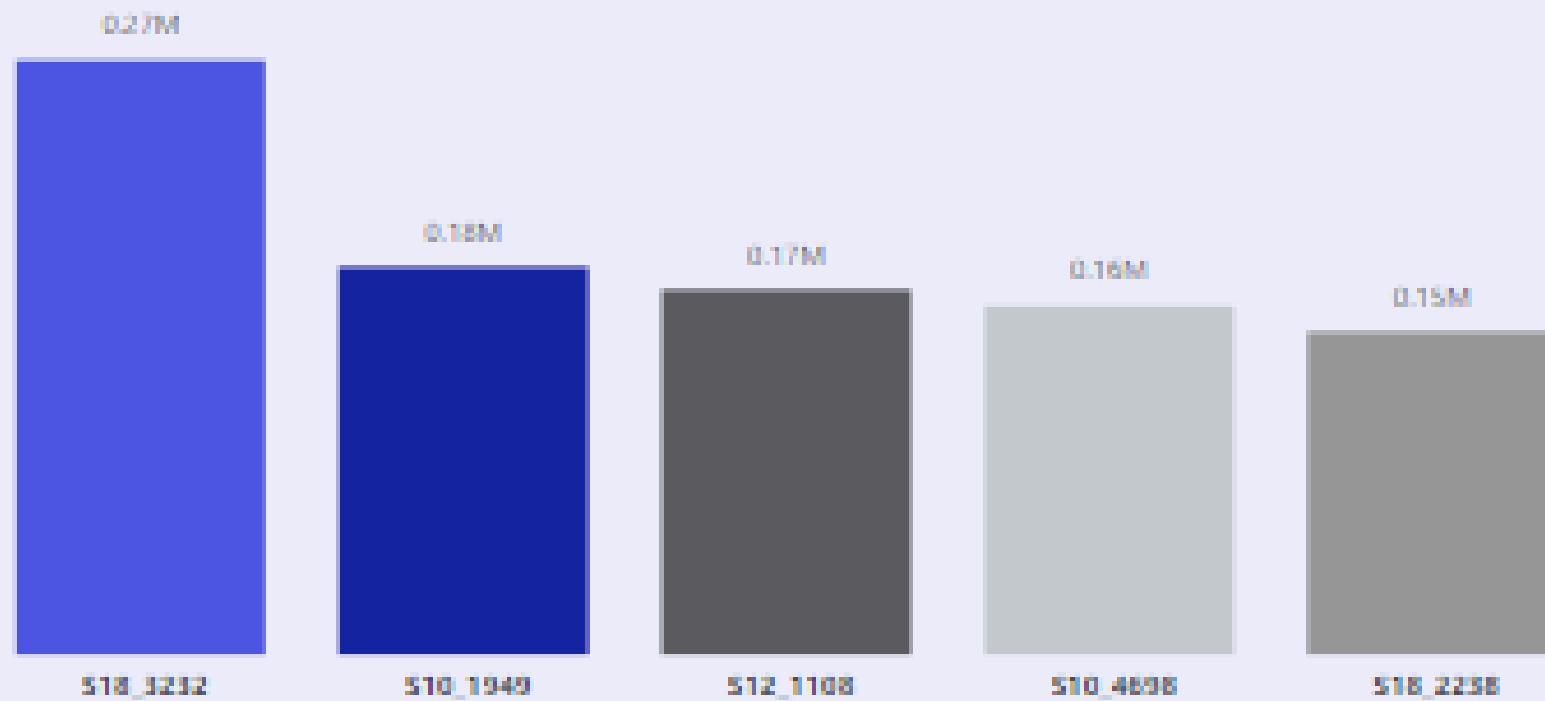


Quantity
91K

SALES by PRODUCTLINE

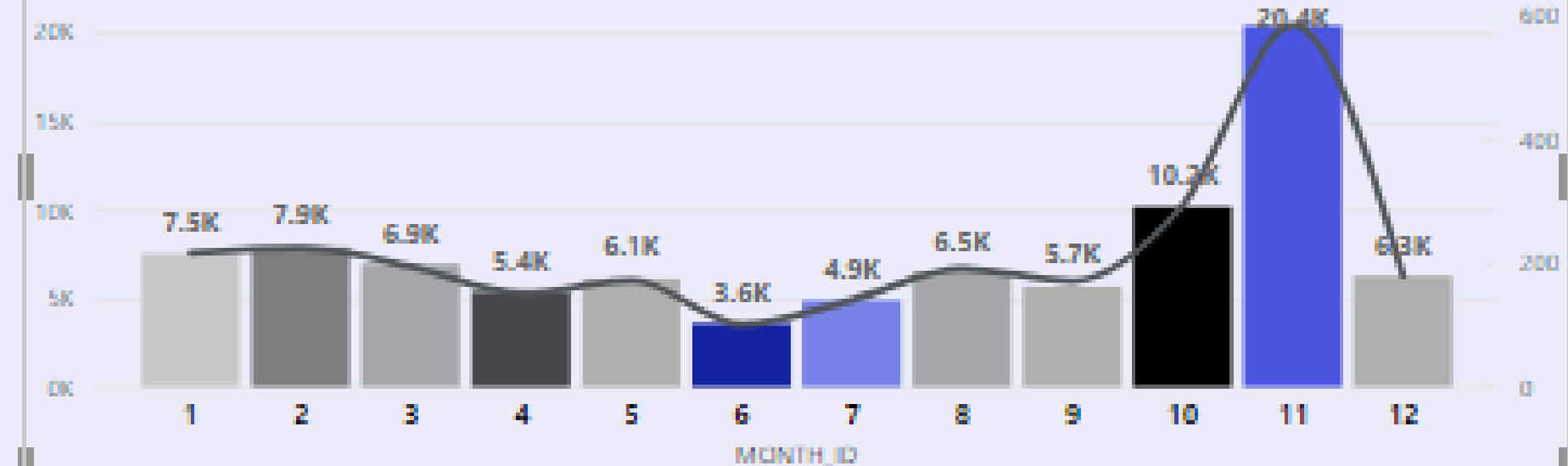


Top 5 Products

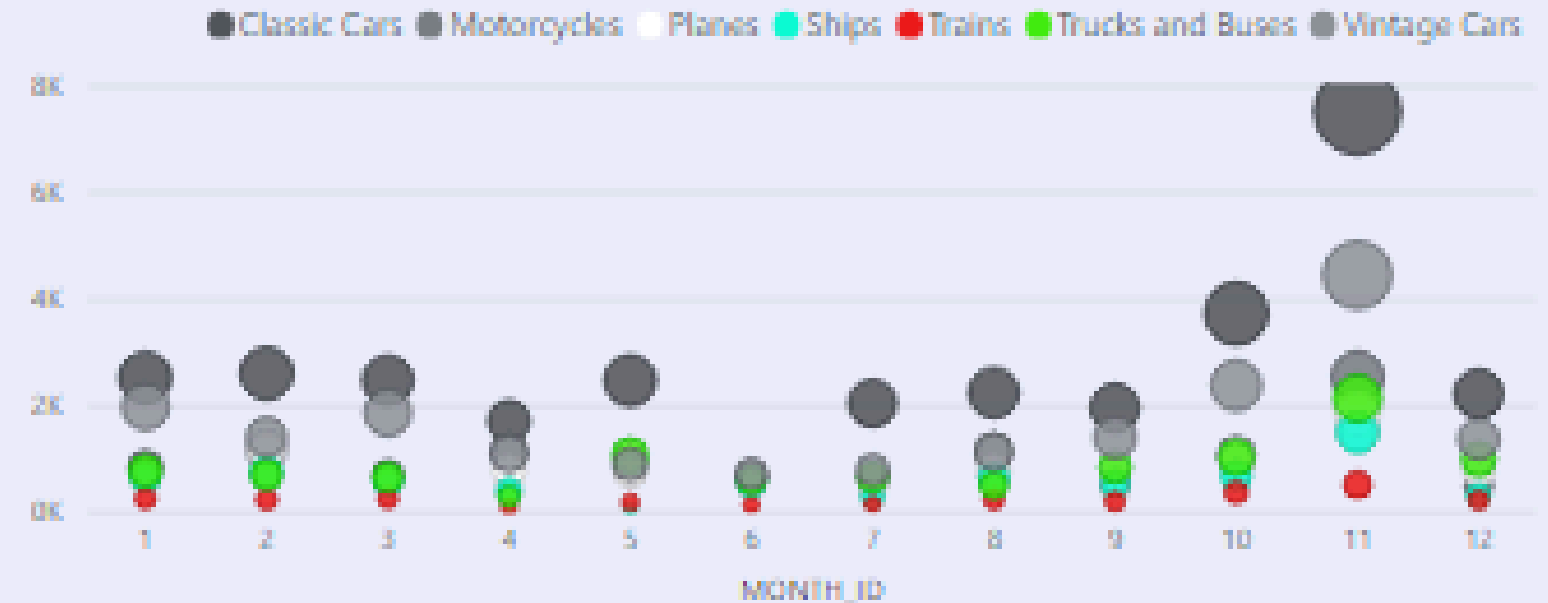


Quantity of Product Line

Sum of QUANTITYORDERED Count of PRODUCTLINE



Sales Frequency of Products



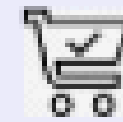
Customer



Sum of SALES
9.29M



Revenue
7.65M



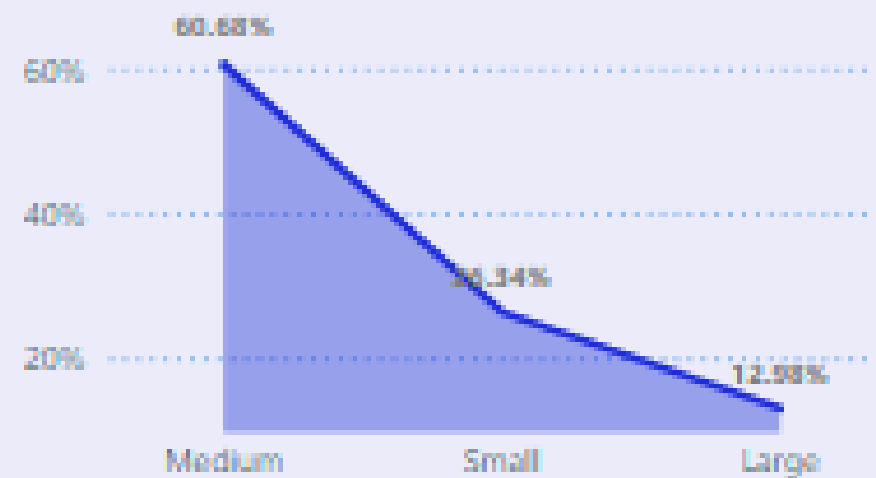
Count of...
2.617K



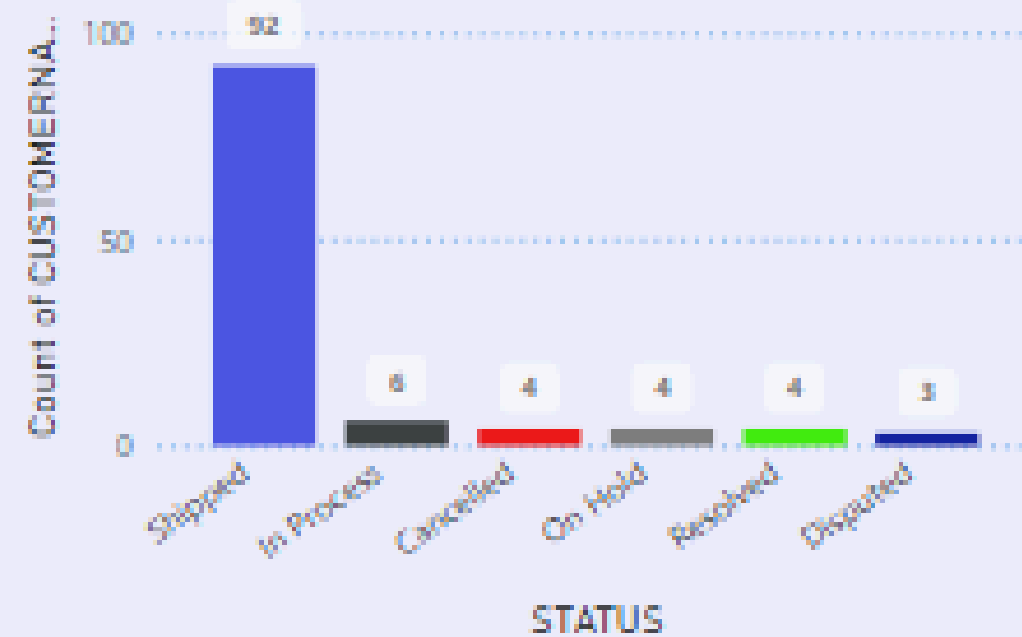
Quantity
91K

- APAC
- EMEA
- NA

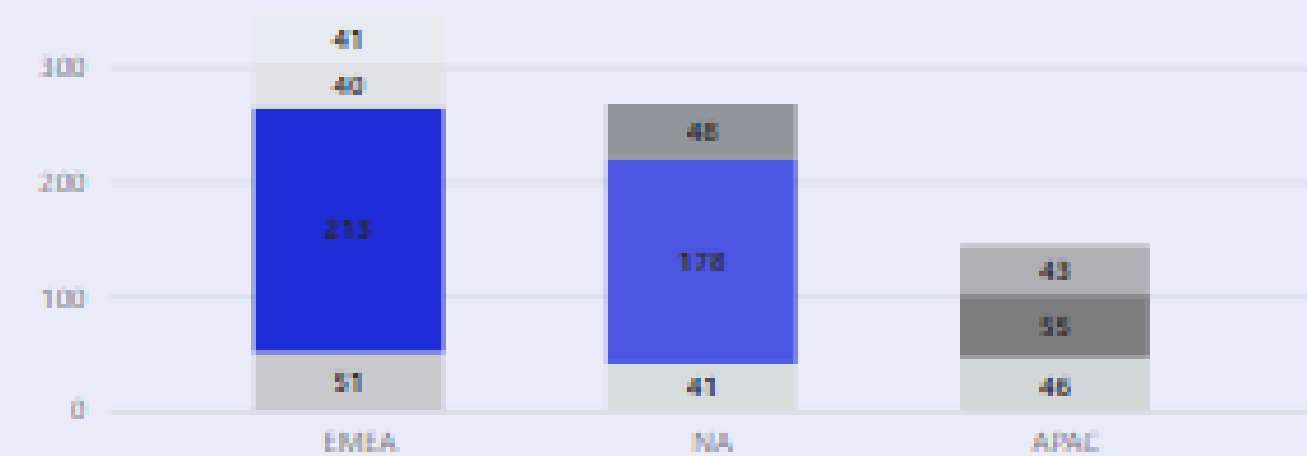
Deal Size



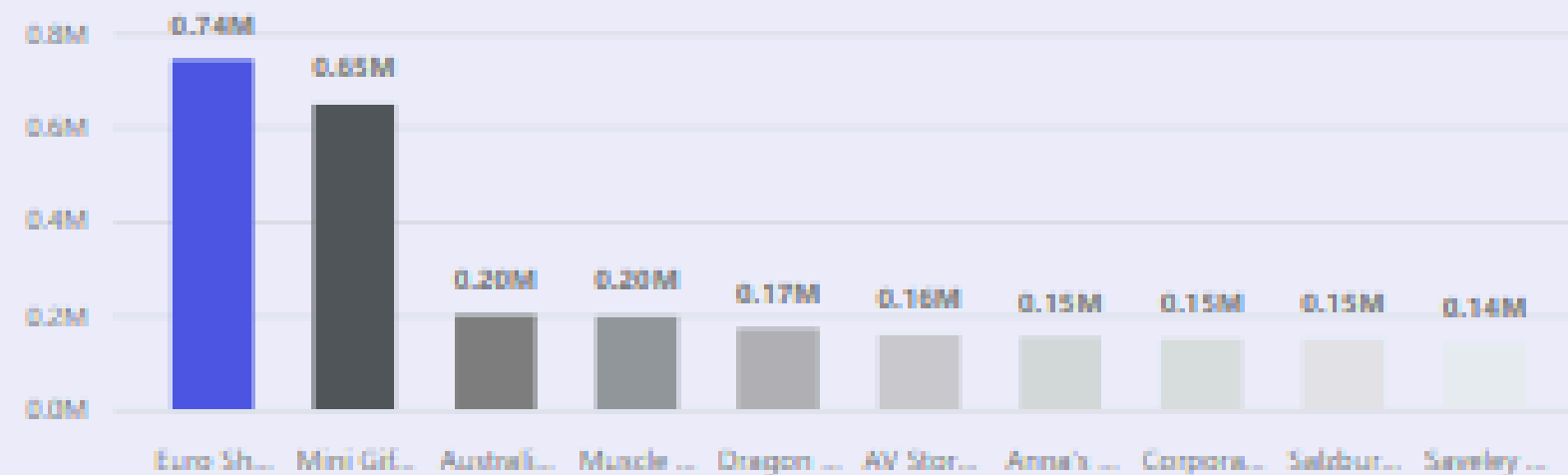
Status record



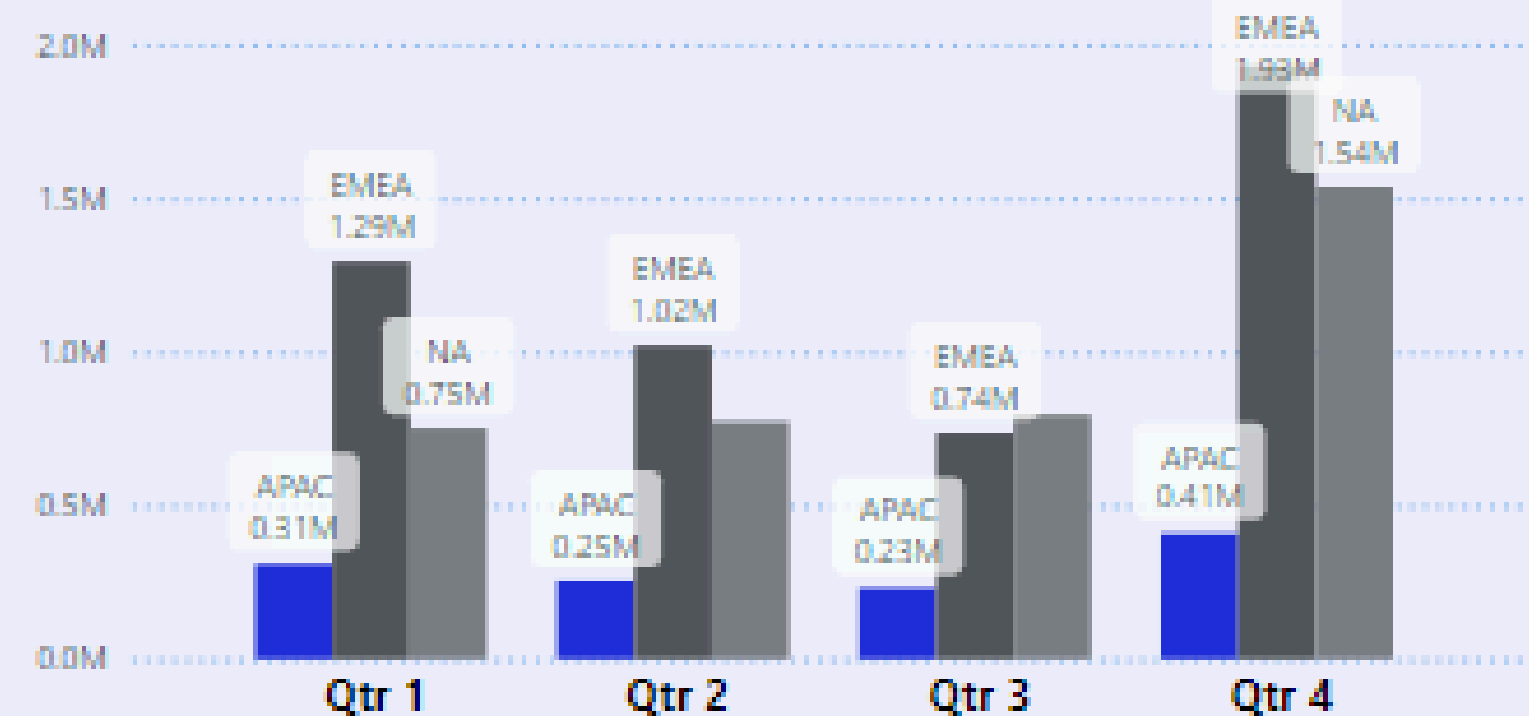
Count Customer by Territory



Top 10 Customer



Sum of SALES by Quarter and TERRITORY



**THANK'S FOR
WATCHING**

